



Office of the City Manager

3300 Capitol Avenue, P.O. Box 5006, Fremont, CA 94537-5006
510 284-4000 *ph* | 510 284-4001 *fax* | www.fremont.gov

FOR IMMEDIATE RELEASE

CONTACT:

Daren Fields
Economic Development Director
City of Fremont
510-284-4020
510-284-4001 Fax
dfields@ci.fremont.ca.us

City's Economic Development Efforts Show Results

Fremont, CA – January 13, 2004 – Fremont Economic Development Director Daren Fields will provide the City Council and community with an overview of the City's economic development efforts and results of the past year during Tuesday's City Council Meeting on January 13, 2004 in the Fremont City Council Chambers.

The presentation will include:

- 1) A review of the role a vibrant economy plays in supporting individuals and families, strengthening the quality of life Fremont residents and businesses enjoy, and providing much needed revenue to support City of Fremont programs and services.
- 2) Progress on the City's retail development projects, including Pacific Commons, Washington West, the Centerville Unified Site, and the Downtown/Capitol Avenue project.
- 3) An update on existing business retention and expansion successes.
- 4) Review of marketing and communications efforts.

In addition to the presentation, copies of the Office of Economic Development's year-end report, ***E.D. Highlights 2003***, will be available for distribution.

City Council Meetings can be viewed live on Fremont TV Channel 27. For a complete schedule of programming, please visit the City's website at: www.fremont.gov/CityHall/FremontChannel.

###